

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FOURTH TRIMESTER (Batch 2020-22)
END TERM EXAMINATIONS, OCTOBER, 2021

Course Name	Sales Management and Business Development (SMBD)	Course Code	MKT-401
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- Please read the questions carefully before answering.
- All questions are compulsory and carry equal marks.

Q1. The sales pitch is more effective when accompanied by the FAB approach. You are required to identify the FAB from the print commercial of the following product assuming you are going to pitch in front of a business client. Also, explain the concept of FAB in detail with appropriate examples.

(10 Marks)



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Q2. Suppose there are two professionals Ms. Sweta and Mr. Rahul. If they work individually, Sweta can produce total units worth Rs.200 in a day, and Rahul can produce units worth Rs.400 per day. But if they decide to work together, they can collectively produce units worth Rs.1800 per day. So if they negotiate to work together, how will they share the amount of Rs.1800 among themselves? **Determine the best negotiation scenario for the above situation and give proper justification.** (10 Marks)

Q3. As the government mandated lockdown eases and Covid waves seemingly withdraw, after more than a year and half, the family looks forward to a stress busting trip or outing that refreshes not only the kids of family but elders too. The 'Museum of Illusions' in New Delhi sees it as a unique opportunity to kick up its sales for the season. The Museum of Illusions, started as a unique project in Croatia in 2015, and soon became one of the fastest growing education and entertainment places, with locations in more than 30 cities around the globe. It continues to expand its footprints around the globe. **Museum of Illusions** offers interactive, immersive and fun experience for children, parents, couples, grandmothers and grandfathers – a perfect, unusual and exciting place for all generations.

The Museum of Illusions in New Delhi is designed as a space suitable both for social and entertaining tours into the world of illusions which has delighted all generations. It's a perfect place for new experiences and fun with friends and family. Not only is it a place for children who adore coming, but also a place for parents, couples, grandmothers and grandfathers. The firm is exploring leisure opportunities for school kids, group trips, birthday parties, etc.

- a) You, as Territory Sales Incharge (TSI), are asked to promote the same during the last Parent Teachers Meeting (PTM) in a school of your choice. The Principal of the school has accorded permission to set-up a canopy near the school canteen to promote the entertainment packages to the parents. Outline the stages of selling process that you will adopt for selling these packages to the parents.
- b) What kind of motivational tools would you, as Regional Manager for Delhi NCR, recommend to the management for TSI. Explain in detail. **(6+4 = 10 Marks)**

Q4. As commercial airlines cancel flights around the world due to the coronavirus outbreak, private jet companies are swooping in to fetch this opportunity of both leisure and business travelers. Over 78 commercial airlines have cancelled their flights around the world as a result of the outbreak, which the IATA estimates will cost global airline industry close to \$30 Billion USD in 2020. On other hand Justin Crabbe, CEO of Private Jet Company "Skyways" said that they have ready plans to grab this opportunity especially in B2B sector. Skyways offer private jet services in India to business organizations at very affordable prices.

Assume you are sales manager of Skyways Ltd, and develop a sales pitch narrative for selling private jet services to an IT company located in Noida. (10 Marks)